

Golf Committee Meeting
June 30, 2015

Present: Patty Vizzini, President, Chair, Dr. Michael Williams, District I, Blaine Knott, District II, Cindy Renard, District III, Richard Schodorf, District V, Debbie Burch, District VI, Troy Hendricks, David Buschschulte, Scot Weller, Shana Appelhanz

Absent: Greg Ferris, At-Large, Leon Lungwitz, District IV

Meeting called to order at 4:10pm

Committee President

Hendricks introduced Patty Vizzini as the new Advisory Committee President.

Approval of Minutes from 5/12/2015

Knott moved to approve minutes.

Hendricks stated there is no quorum at this time, approved as is.

Rounds/Expenditures

Hendricks stated that rounds and revenue are up, so far, over last year. There were 20 days of rain in May. Revenue for May was down \$250k.

Early Bird Special

Hendricks stated that we offered 50% off for tee times before 7am. So far there have been 280 rounds played. There have been 582 rounds of Footgolf played this year.

Renard asked if Footgolf is included in rounds.

Hendricks stated that it is.

Burch asked if the rate for Footgolf is the same as golf.

Hendricks stated that it is not. It is \$12 for adults and \$8 for youth.

Marketing

Hendricks stated that we have started using Google Analytics as part of our marketing plan. It is a large portion of our marketing expense for the year. Planned to have Stacey at the meeting to discuss, but she was not able to come. We are continuing most of our current specials. The Early Bird special is at all 5 courses.

Williams stated that at one of the courses in Colorado they let kids hit all the balls they want for free in the afternoons. They generated extra revenue in food sales.

Hendricks stated that we will be starting a SNAG program in the spring.

Renard asked where we will do SNAG.

Hendricks stated that SNAG will be an evening program at all the courses.

Open discussion

Hendricks stated that at the last meeting we discussed marshals. We have had three people sign up so far. If they work six hours, they earn a free round of golf. We are also working with hotels to do stay and play packages. We have one hotel on board so far.

Knott asked which hotel.

Appelhanz stated it is the Comfort Suites at the airport.

Hendricks stated that we are looking at new advertising on hotel key cards. Spoke to a representative today that supplies 50 hotels around town. Will offer free rental sets.

Vizzini asked what the cost would be.

Hendricks stated about \$13k per year.

Williams asked what we were doing at the airport.

Appelhanz stated that the Doubletree Hilton is only interested in doing "no clubs, no worries."

Knott asked for an update about the goose program.

Hendricks stated that we took an inventory of the geese and we did not have enough at this time for Kansas Wildlife to come and get them.

Schodorf asked if there were any updates on MacDonald.

Hendricks stated not at this time, it is still on hold. We have been working on evaluating the 2013 business plan. We will be meeting with the City Manager to review it and discuss the capital improvements plan and equipment replacement.

Schodorf asked how we determined six hours for the volunteers.

Hendricks stated that it is an average working shift. He stated that we have been using Survey Monkey by adding a link on receipts. We had 11 responses in April. We also sent out another survey via email blast and had 498 responses in June. Course conditions was the number one determiner of where people chose to play.

Schodorf stated that six hours seems like a lot for a free round.

Hendricks stated that we are under scrutiny for complimentary golf.

Burch stated that Air Capital has volunteers that work 18 hours for a free round at Crestview.

Williams asked who people need to talk if they want to volunteer.

Hendricks stated that they need to apply online.

Schedule next meeting

August 12th 4pm at Sim